

Joy O. McLeod
Sr. User Experience Specialist

Contact Info:

www.jokomowho.com

jokomowho@gmail.com

Baltimore, Maryland

Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

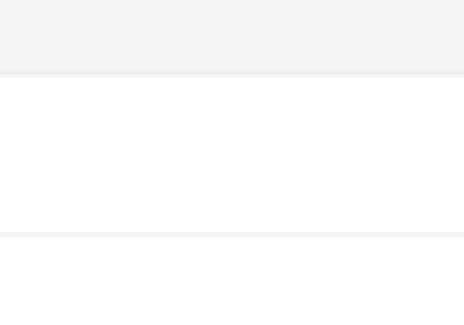
Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD Sorterbox	03/16 - 12/17
UX DESIGNER Irodah International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST TimbaObjects Technologies Ltd.	12/10 - 0715
Web Experience/Customer Experience Freelance Consultant	2006 - 2010

Skills

- REQUIREMENTS DEFINITION
- USE CASES
- PERSONA CREATION/JOURNEY MAPPING
- INFORMATION ARCHITECTURE
- USER RESEARCH/STRATEGY
- USABILITY PROTOCOLS/BLUEPRINT
- USER FLOWS
- A/B, CARD SORT
- USABILITY TESTING
- AFFINITY/USE CASE DIAGRAMS
- WIREFRAMING/PROTOTYPING
- SKETCH/ILLUSTRATOR/AXURE/FIGMA
- BALSAMIQ
- ADOBE DREAMWEAVER/XD
- UX, UI DESIGN, SERVICE DESIGN
- WEB ACCESSIBILITY / 508 COMPLIANCE

FRONT END SKILLS SET



Portfolio Sample

Role - UX & UI Designer.

PROOF

PROOF ASSESSMENT SYSTEM

Improve how you build and deliver your assessments. Increase reliability and validity. Automate management of certification programs.

START FREE TRIAL

Develop Your Exam

If you want to build and deliver tests, you better do it right. Designing our systems to drive best practices and implement psychometrics. We love evidence based research, not fancy window-dressing.

Deliver Your Exam

Implement state-of-the-art approaches like adaptive testing and tech-enhanced items with the option for virtual proctoring or proctored test centers. Our system has delivery based exams for you.

Manage Your Exam

Our remote proctoring platform also allows you to easily manage registration and license surveillance programs. Including your own testing locations. No staff? We can even run it for you effectively.

Grow Your Exam

Analyze your tests with classical test theory or item response theory and automatically produce useful report documents. Implement next gen computerized adaptive tests (CAT).

Overview and Scope
The scope of this project was to come up with a Proof of Concept for online presence for a company, showcasing the list of services offered by the company, and make the content delivery available to the customers. The requirement was to come up with a minimalistic design.

The Users
Public facing customers

The Problem
Outdated web pages that needed to be updating to conform to customer needs

The Process
Stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis prototypes and Web Accessibility.
- Translated concepts into user interface design specifications for web portal and mobile portal.
- Designed high-impact, customer-centered pages that conveyed the company's brand, value proposition and industry-leading functionality.

The Solution
- The redesigned pages optimized the overall experience and behavior of customer interaction with pages.
- High retention of customers, increased lead gen and customer conversion
- Increased awareness of company's branding, services and products.

Portfolio Samples

SuperGood

Role - Concept Design.

Welcome to SuperGood!

Your number one nutrient-dense superpowers packed smoothie, fuel your life with healthy, wholesome food.

Email Address **Sign up for mailing list**

Loose Weight

Our smoothie is very healthy and promotes weightloss in an organic manner.

Add Muscle

Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

Stay Alert

Whenever you are on the go and you need to stay alert, SuperGood has got you covered.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

MG Dashboard

MG Analytical Dashboard

Role - UX Designer.

Mothergold Pigeon

Dashboard

States 8 LGA 40 Centers 600 Performance 6.6

States	Week 1	Week 2	Week 3	Week 4	Month (4 Weeks)	Performance Analysis Overview
Abia	660	6.6	500	5.0	200	555
Anambra	400	4.0	700	7.0	470	666
Delta	37	-0.3	750	7.6	230	777
Edo	360	3.6	190	1.9	450	888
Imo	420	4.2	250	2.5	349	999
Kogi	370	3.7	400	4.0	566	1000
Osun	0	-1.0	140	1.4	450	129
Oyo	1000	-1.0	300	3.0	44	850

Year Round Performance

The Process
Derived business processes, competitive analysis, gap analysis, user research, metrics analysis prototypes and Web Accessibility.
- Analyzed user needs and requirements, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.
- Created personas and scenarios of use/journey maps.
- Created wireframes and screen prototypes.

The Solution
Redundancy is eliminated
- Work flow became automated
- Quality and consistency of data is improved due to automatic lookup of access requests on the server
- Validation of data reduced time to fill out and complete process requests
- Target users had a central repository to view requests

Tableau User Access Request

Tableau User Access Request

Role - UX Research, Strategist & Designer.

Mothergold Pigeon

Dashboard

No validation of form
Incorrect input of groups being requested. This is slightly alleviated with a new version using picklist. Picklist is manually updated by admins weekly. Also, requestor doesn't understand domain groups.
Incorrect input of pins or domains. This is slightly alleviated with a new version using predefined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.
Non-PINs requesting access for users or PLS requesting access for users to be added to group/projects that they are not PLS of.
Redundant and unnecessary requests. PLS requesting users that already exist in Server. This can be alleviated with a new Tableau report but still cumbersome for multiple user request.
Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before a user can be added to a project.

The Process
Derived business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.
- Interviewed users and stakeholders to elicit business goals and user needs.
- Created Personas and Scenarios of Use/Journey Maps.
- Created wireframes and screen prototypes.

The Solution
Redundancy is eliminated
- Work flow became automated
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